

EXHIBIT C

WALKME COMPARISON

Exploring WalkMe Alternatives & Competitors?

See why leading enterprises believe Whatfix is easier to use, delivers better returns, provides stellar customer support and is better overall platform in comparison to WalkMe and all the other WalkMe alternatives and competitors.

[Request a Personalized Whatfix Demo](#)



Deciding to implement a [digital adoption platform \(DAP\)](#) is a significant step in developing your [digital adoption](#) strategy. But with so many platforms to choose from, it can be challenging to know which is the best for your business. Is WalkMe's DAP the right enterprise solution for you, or would one of its competitors be a better fit?

We put together this resource to make your decision easier. We'll show you the top WalkMe alternatives and comparisons of leading DAPs to help you see which platform has the features and capabilities your company needs.

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What are the best WalkMe alternatives?

- 1. Whatfix:** Integrates seamlessly with your application to offer contextualized walk-throughs and self-help materials relevant to the user's role and where they are in the application.
- 2. Pendo:** Offers onboarding walk-throughs and the ability to collect feedback in-app, and is generally designed for product managers to help them understand product usage. No coding is needed, but installation does require some technical background.
- 3. Appcues:** Native-looking integration means users have a consistent experience no matter where they are in your application, but guidance is mainly limited to onboarding rather than ongoing training and adoption.
- 4. Userlane:** Allows direct messaging to users, so you can provide support and collect feedback in-app.
- 5. Nickelled:** Offers guided product tours to walk customers through different parts of your software.
- 6. Inline Manual:** Allows you to group users based on behavior and send targeted messages by group. Code snippet is required for setup, but no coding is needed once installation is complete.

Looking for a more in-depth comparison of all leading digital adoption platforms? Explore our comparison guide of the [best digital adoption platforms in 2022](#).

[+ Additional resources on digital adoption platforms](#)

WalkMe vs. Whatfix

Whatfix is one of the top WalkMe alternatives. Both Whatfix and WalkMe are [digital adoption platforms](#) designed to guide customers or employees through an application and increase end-user adoption.

With both digital adoption platforms, you can create embedded step-by-step walk-throughs. You can also integrate your existing knowledge base articles so users can easily find them in-app using the self-help menu. Both platforms offer analytics to see how customers or employees are interacting with the application.

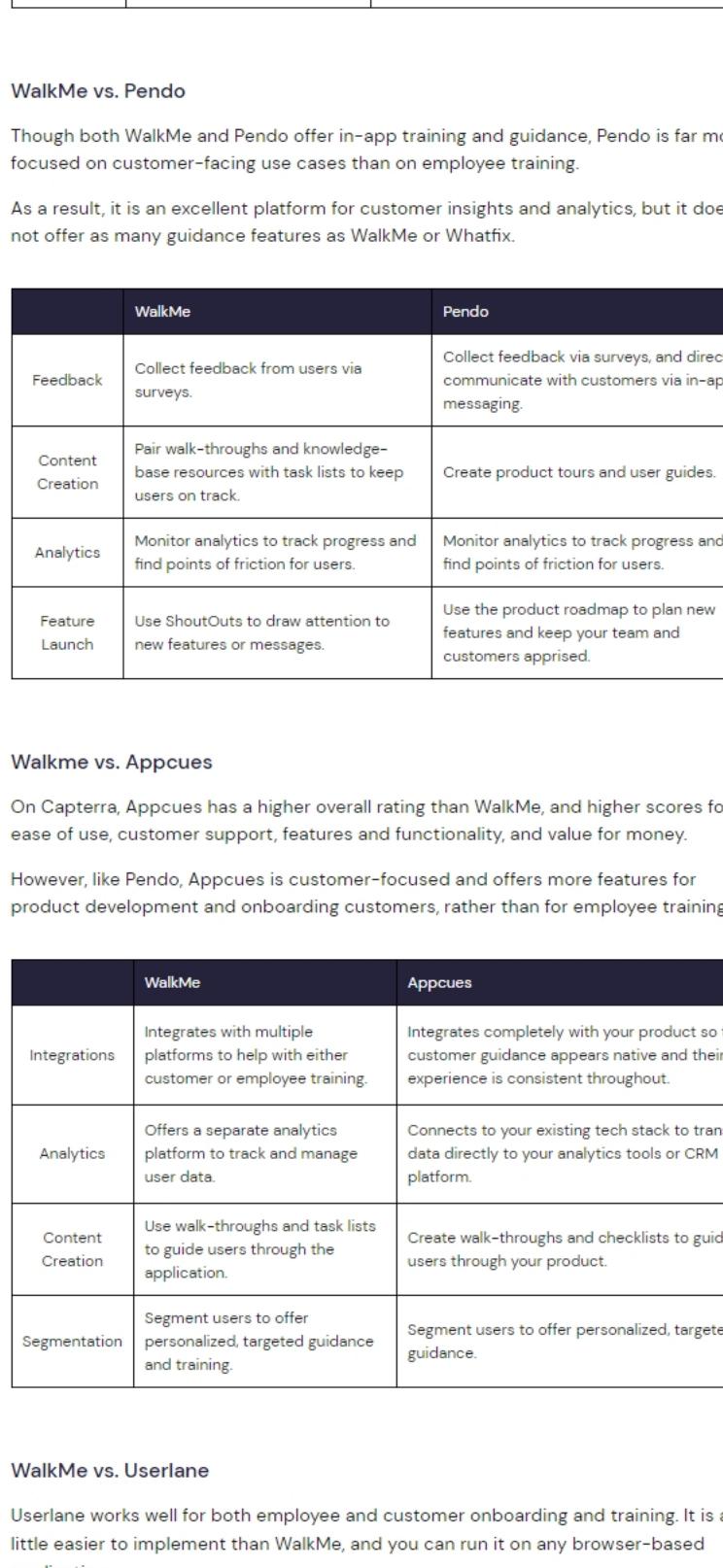


Above: Example of Whatfix's digital adoption platform.

However, as you dig deeper into each product, you'll find several differentiators. We'll break down the key differences between the two platforms so you can choose the best DAP for your company.

Why Choose Whatfix Over WalkMe

Whatfix consistently receives higher ratings than WalkMe on review platforms like Capterra and G2, in categories ranging from customer support to ease of use to features and functionality.



Take your research a step further with our [Whatfix vs. WalkMe comparison guide](#).

WalkMe Features

WalkMe was among the first major companies in the user-guidance software market. The company designed its platform to help onboard users, with a significant focus on product tours and guided walk-throughs.

While they lack some of the capabilities and ease of installation of other platforms, WalkMe does have some useful features:

- Smart Walkthroughs: Guided walk-throughs that take users step-by-step through processes and tasks within your application
- Tooltips: Individual tips that clarify confusing elements of the application or offer advice for filling out form fields
- Launchers: Quick-start buttons that direct users to relevant walk-throughs or knowledge-base resources
- Player Menu: Self-help menu to organize all of your walk-throughs and knowledge-base resources
- Insights: Analytics platform for monitoring how people are using your product; includes information collected from in-app surveys

WalkMe Pricing

WalkMe focuses on customized plans, so pricing will depend on the features and number of users your company needs.

WalkMe also does not publish its pricing. However, a few different sites companies have published WalkMe pricing based on their own experience:

- According to Nickelled, WalkMe costs around \$240-\$250 per user per month.
- According to a 2018 Placer County contract, it cost about \$1 per user per month for a 3-year contract.
- According to the marketing manager at UserGuiding in 2019, WalkMe pricing was around \$175 per user per month for a smaller company.

WalkMe Competitors: Comparison Tables

Ultimately, choosing a WalkMe alternative comes down to comparing features and value for money and finding the best fit for your business.

To make your decision easier, we created comparison tables so you can easily see the differences between WalkMe and its top competitors.

FEATURE	WALKME	WHATFIX	USERLANE	PENDO
Create in-app content such as guided walkthroughs, smart tips, task lists, and more.	✓	✓	✓	✓
Embed knowledge base wiki that links to external resources and track support question and search trends	✗	✓	✗	✗
Directly integrates with your LMS	✓	✓	✓	✗
SCORM compliant	✗	✓	✗	✗
Autopromote content into multiple formats and languages, as well as automatically pull in existing training content into your self-help wiki	✗	✓	✗	✗
Collect feedback with in-app surveys	✓	✓	✓	✓
Communicate with users directly with in-app messaging	✗	✓	✓	✓
Train users on mobile and web	✓	✓	✓	✓
Integrates directly with all major enterprise software, including Salesforce, SAP, Microsoft, and more	✓	✓	✓	✓

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Walkfix
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Self-help menu with training/educational materials
most relevant resources for users automatically and location
in-app surveys are included within the platform and are accessible from an easy-to-navigate dashboard
accessible from users with in-app surveys
Collect feedback from users with in-app surveys
Integrates with an LMS and loads SCORMs into the LMS and create interactive courses
Integrates with major platforms such as a "click-to-learn" guide them to real-world tasks to complete the task
Automated data entry cuts down on time spent on administrative tasks

WalkMe vs. Pendo
Though both WalkMe and Pendo offer in-app training and guidance, Pendo is far more focused on customer-facing use cases than on employee training.
Not only is it an excellent platform for WalkMe or Insights, and analytics, but it does offer a few additional features to WalkMe or Insights, and analytics, but it does
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